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PRESS RELEASE
FOR IMMEDIATE RELEASE:

Support Local Shops and Win with the St. Charles Retail Route

ST. CHARLES, IL – The St. Charles Business Alliance is excited to announce that a brand-new “Retail Route” challenge has been launched on the free Travel St. Charles App. Participants that choose to take the challenge will have the opportunity to win an exclusive “Shop Small” tote bag by shopping at and “Checking Into” three local St. Charles retail shops.

To get started, users will need to download the Travel St. Charles App and create an account. The Travel St. Charles App can be downloaded by visiting www.stcalliance.org/travelstcharlesapp. Once downloaded, users will be able to view the “Retail Route” under the “Challenges” tab. To complete the “Retail Route”, shop at and “Check Into” at least three local retail shops around town. To view the full list of the 30+ shops that a user can “Check In” at, please visit www.stcalliance.org/retailroute. Once completed, participants will be able to pick up the “Shop Small” tote bag from the St. Charles Municipal Building (2 E. Main Street), open Monday through Thursday from 8 a.m. to 4:30 p.m. and Friday 8 a.m. to 1 p.m. The “Retail Route” is year-round and can be completed over any duration of time.

After completing the “Retail Route” and picking up their tote bag, participants can enjoy exclusive deals at select St. Charles retail shops by using the tote during future visits. For a full list of businesses offering a promotion, please visit www.stcalliance.org/retailroute.

St. Charles Business Alliance Executive Director, Jenna Sawicki, speaks on this new initiative. “We have an incredible retail scene in St. Charles that is ever-growing,” said Sawicki. “We wanted to highlight these amazing shops by offering a fun, interactive way to not only encourage individuals to visit the shops, but also to give them a reason to keep coming back.”

To find more information regarding the “Retail Route”, please visit www.stcalliance.org/retailroute. For further inquiries, please contact the St. Charles Business Alliance at 630-443-3967.

About the St. Charles Business Alliance

The mission of the St. Charles Business Alliance is to drive economic growth to make the St. Charles Community a destination where people, businesses and tourism thrive. The Alliance produces Restaurant Week, St. Patrick’s

Parade, Spring Shop Crawl, Fine Art Show, STC Live!, Jazz Weekend, Scarecrow Weekend, and Holiday Homecoming. For more information about the Alliance, visit www.stcalliance.org.



Exclusive “Shop Small” tote bag that can be won by completing the “Retail Route”

